

ABSTRACT

System and methods are provided whereby a user may indicate, via an input mechanism, that an item should be selected for purchase from a web site, and the input mechanism is automatically populated with a quantity value indicating the quantity of the item that is to  
5 be purchased. As a result, the user need not separately indicate (1) that the item should be selected for purchase, and (2) the quantity of the item that should be purchased. In one embodiment, a web server provides content to a client system which includes commands that, when executed, cause the input mechanism to be automatically populated with a quantity value upon receiving the user's selection indication. The quantity value  
10 may be configurable based on the particular requirements of the web site and/or user.